

Overview

# findingDulcinea

Librarian of the Internet

May 2008

the findingDulcinea mission

---

Our mission is to bring users the best  
information on the Web  
for any topic,  
employing human insight  
and methodical review.

# information illiterates

## findingDulcinea is the solution

---

- Many recent surveys have come to the same conclusion:
  - The majority of Internet users cannot find, evaluate and put to use the information they need
- Internet search engines are powered by a math-based algorithm-one that lacks the judgment and adaptability of the human mind
- findingDulcinea offers users a narrated guide to hand-selected, credible Web sites, as well as original commentary and insight

## today's internet: too much information?

---

“an abundance of information yields a poverty of attention”

- Herb Simon, economist

- A recent Yahoo! study<sup>1</sup> concluded that:
  - 85% of search engine users do not find what they are looking for on their first search attempt
  - Typically, 3 or 4 searches are needed, leading to what the study termed “search engine fatigue”
- Most users wrongfully believe that higher-ranking results are more valid, or are actually endorsed by the search engine<sup>2</sup>

## a fragmenting audience needs direction

---

- Web users seek more content outlets by visiting more Web sites in a typical week of Web surfing compared to one year ago<sup>3</sup>
- Users wading through tens of millions of Web sites need a librarian-somone to recommend the best resources on the Internet to give them quality information and to save them time
- findingDulcinea is the Librarian of the Internet



# Librarian of the Internet

# findingDulcinea

## the offering

---

- The findingDulcinea site contains three distinct types of content:
  - **Web Guides** contain meticulous research and insightful annotations on hundreds of topics, from the very general to the most granular.
  - **Beyond The Headlines** provides context to news stories with a range of annotated links including historical, academic and local perspectives.
  - **Netcetera** showcases the wit and personality of the Web, featuring content on innovative people, diverse places and bold ideas.
- findingDulcinea's custom search engine
  - Aggregates 15,000+ hand-selected domains
  - Concentrates the Web into only the useful, quality content
  - Powered by Google's page rank
- To take a tour of our site visit [www.findingDulcinea.com/info/site-tour.html](http://www.findingDulcinea.com/info/site-tour.html)

# findingDulcinea

## the value proposition

---

- A list of links transformed into a clear and organized narrative
- The best place for anyone to begin their Web research on any topic
- Credible, thorough and easy-to-use sources of information
- Saves time, even for the most Web-savvy users
- All findingDulcinea content shares one common theme
  - *Bringing quality content on the Web to the fore, and teaching users how to find & evaluate credible information within the vastness of the Internet.*



# findingDulcinea

## spanish-language Web Guides

---

- Launched May 1, 2008
- Directing Spanish and bilingual speakers to the best of the English Web
- To date six Web Guides are available in Spanish:
  - Guide to Web Search
  - NYC Survival Guide
  - Health Guide
  - Guide to U.S. Politics
  - Immigration Guide
  - Cinco de Mayo Guide
- To visit our Spanish-language Web guides go to [www.findingDulcinea.com/spanish.html](http://www.findingDulcinea.com/spanish.html)

# findingDulcinea

## upcoming offerings

---

- Sweetsearch.com launch - June 2008
  - findingDulcinea's custom search, rebranded
  - Will be an additional source of traffic for findingDulcinea
- Education outreach project - Summer 2008
  - Recruiting teachers nationwide to use findingDulcinea as their classroom's Web portal
  - Secure, safe, and customized
- Several stand-alone Web sites
- Other foreign language verticals - 2009
  - Will enter into new language markets based on research and traffic trends



the  
playing  
field

human-powered content is not new  
how is findingDulcinea different?

---

Comparison	Guides	News	Features	Search
	★ ★ ★	★ ★ ★	★ ★ ★	★ ★ ★
	★ ★			★ ★
	★ ★			★
		★ ★		★
			★ ★	

*findingDulcinea has the most comprehensive, human powered content  
offering in the space today*





contact  
us

[info@dulcineamedia.com](mailto:info@dulcineamedia.com)